

22.14 DIAMOND CREEK ACTIVITY CENTRE POLICY25/09/2014
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This policy applies to land identified in Precincts 1, 2, 3, 4 and 5 of the Diamond Creek Activity Centre as shown in the map attached to this policy.

Policy Basis

The Diamond Creek Activity Centre is a shopping, service and community centre for Diamond Creek and adjoining areas of the Shire. It contains a range of retail, commercial, community and leisure activities and facilities, and is serviced by public transport in the form of the Hurstbridge railway and limited bus services, and a road network dominated by Main Hurstbridge Road which forms the 'spine' of the centre. Diamond Creek is designated as an Activity Centre under Plan Melbourne, for the purpose of consolidating retail, commercial and residential development in the Centre whilst meeting the needs of the community.

To provide greater direction and certainty for managing change, the *Diamond Creek twenty20 Structure Plan and Leisure Facilities Plan (September 2006)* divides the centre into six precincts:

Precinct 1: Chute Street Retail Node

Precinct 2: Precinct 3: Elizabeth Street and Station Street Industrial Area

Precinct 3: Retail Core

Precinct 4: Employment and Industrial

Precinct 5: Mixed Use Area

Precinct 6: Diamond Creek East Primary School and Diamond Valley College

This policy implements those objectives and strategies in the *Diamond Creek twenty20 Structure Plan and Leisure Facilities Plan (September 2006)* pertaining to Precincts 1, 2, 3, 4 and 5 (identified in the Structure Plan as Precincts 1, 3, 4, 5 and 6), which seek to ensure that the Diamond Creek Activity Centre continues to be the focus of community life, and provides a wide range of residences, shopping and professional services, and places to meet and recreate. Residents, workers and visitors will enjoy an attractive, distinctive, indigenous, safe and highly accessible urban environment.

To this end, this policy encourages an expansion in the range of commercial and community services available within the Diamond Creek Activity Centre, as well as increasing the diversity and amount of housing available within an urban environment that is sustainable and appropriately scaled to respect the surrounding topography.

Objectives

- To achieve the vision, objectives and strategies of the *Diamond Creek twenty20 Structure Plan and Leisure Facilities Plan (September 2006)*.
- To develop shopping, services, facilities, employment and meeting places which complement those available in the regional network of activity centres and facilities.
- To expand shopping floor-space to meet an increased proportion of projected demand and reduce 'escape expenditure' and travel to nearby centres.
- To develop additional higher density housing in the centre to meet projected needs and increase dwelling type diversity.
- To focus retail activity in a compact core east of the railway and focused on the 'landscaped civic spine' of Main Hurstbridge Road with a retail node in Chute Street.

- To cluster community and leisure facilities in and around the centre as added attractions for the local community, to meet local needs and complement retail and commercial activity.
- To develop the landscape and road infrastructure along Main Hurstbridge Road to help integrate the retail core, improve access and create an attractive shopping environment and meeting place for the centre.
- To optimise the potential to reduce car dependency within the community by developing a network of local and regional shared paths for recreational and functional use to increase walking and cycling into and around the centre, and by encouraging upgrades of the Hurstbridge line to increase the frequency of public transport services.
- To develop a long term plan for car-parking to ensure an adequate and sustainable supply.
- To develop improved access to and integrate retail, commercial and housing development with the railway station and its surrounds.
- To retain and develop the open spaces within the centre and the links to parkland along the nearby creek floodplain as a key feature of the centre.

Policy

It is policy to:

Diamond Creek twenty20 –Diamond Creek Major Activity Centre Structure Plan and Leisure Facilities Plan (September 2006)

- Consider the vision, objectives, strategies and actions of the *Diamond Creek twenty20 – Diamond Creek Major Activity Centre Structure Plan and Leisure Facilities Plan, September 2006* in assessing land use and development in the Diamond Creek Activity Centre.

Land use

Precinct 1 Chute Street Retail Node

- Develop the retail, office and entertainment activities in and around Chute Street for local convenience shopping, a range of food and restaurant outlets and professional and other office based services but little if any retail floor-space expansion.
- Direct shopping and in particular food and entertainment activities towards the creek and open space corridor.
- Encourage food and entertainment activities at 69 Main Street.
- Encourage higher density development in and around the Chute Street node.
- Encourage the redevelopment of identified key redevelopment sites.
- Industrial uses are strongly discouraged in Precinct 1, as Precincts 2 and 4 are the preferred location in the Diamond Creek Activity Centre for industry.

Precinct 2 Elizabeth Street and Station Street Industrial Area

- Maintain a range of light industrial and service industries to provide local employment and services.
- Change the functions along the Main Hurstbridge Road frontage to intensify the land use and increase the amenity along this spine of the activity centre.

- Minimise the impacts of development on adjoining sensitive land uses.

Precinct 3 Retail Core

- Develop this precinct as the primary focus for retail activity in the centre.
- Generally contain retail activity within a compact pedestrian friendly core bound by the railway, Brooks Crescent, Waigo Way and Wensley Street/George Street.
- Provide new retail space through more intensive redevelopment.
- Encourage mixed use residential and office buildings north of the railway.
- Encourage the redevelopment of identified key redevelopment sites.
- Encourage progressive upgrades of railway infrastructure and the station to meet anticipated growth in demand for public transport services.

Precinct 4 Employment and Industrial

- Encourage industrial and service industry activities that minimise off site effects on adjoining sensitive land uses.
- Support retail or semi-retail development that requires larger floor spaces, trade supplies or bulky goods.

Precinct 5 Mixed Use Area

- Encourage a mix of activities including higher density housing, office development and medical services along the Main Road frontage.

Policy References

- *Diamond Creek twenty20 Major Activity Centre Structure Plan and Leisure Facilities Plan* (September 2006)

Diamond Creek Activity Centre Precinct Map

